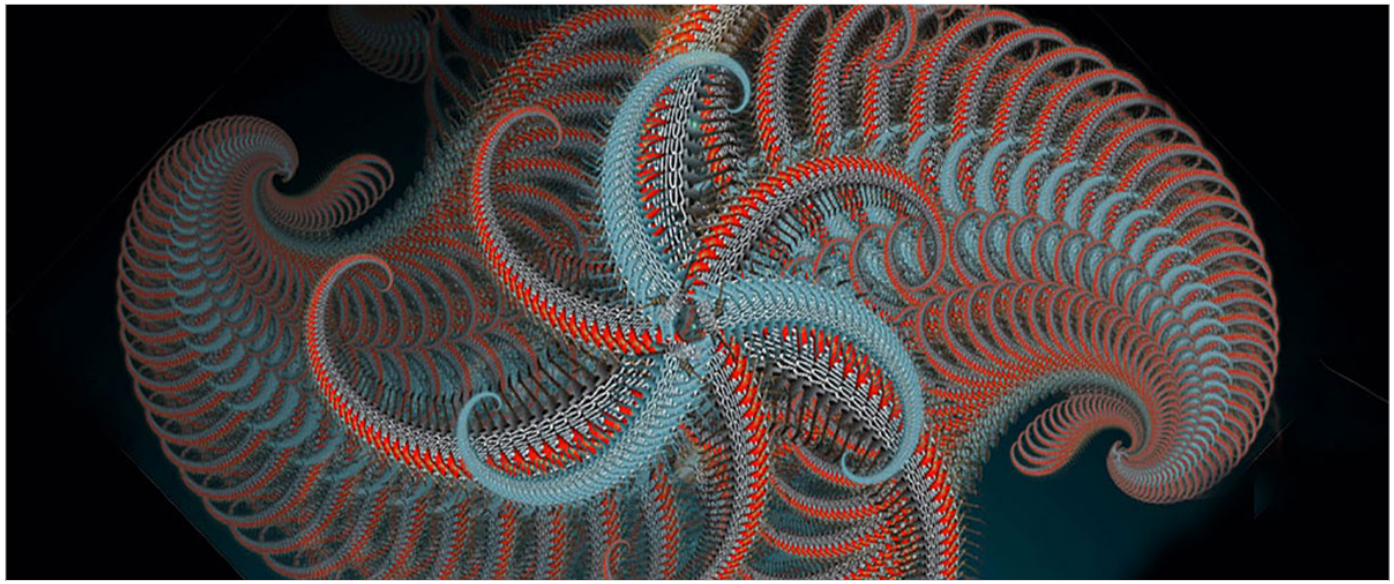
Design Course

Visual Syntactics 2 - Meta-Patterns

Understanding Visual Language

by
Prof. Ravi Poovaiah
IDC, IIT Bombay



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Introduction

Pattern is created by the repetition of something - these could be events, objects or elements. We are interested in visual patterns. Hence, we shall explore repetition of similar visual images to create patterns.

The repetition can be by means of the following:
- Repetition of Shape (the repeating shape can change gradually in shape).
- Repetition of Colour (the repeating colour can change gradually in colour).
- Repetition Texture (the repeating texture can change gradually in texture.)
- Gradation of Orientation (i.e., the orientation changes gradually).
- Gradation of Size (i.e., the size changes gradually).
- Gradation of position (i.e., the position changes gradually).

The repetition can be by means of the following:
- Repetition through Translation
- Repetition through Rotation
- Repetition through Reflection

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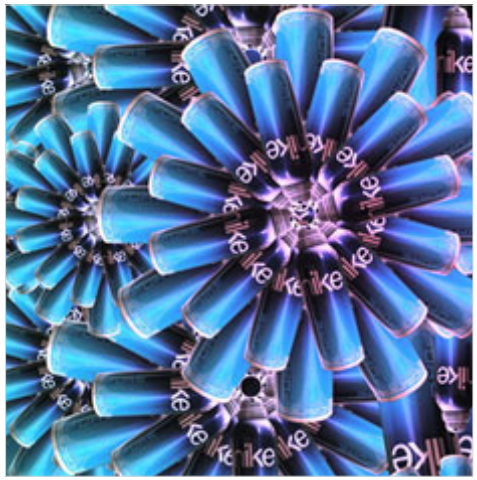
Patterns can be repetitions that are a combination of translation, scaling, rotation and reflection.

Repetition can be Symmetric:
If the repetition happens through reflection, then it leads to symmetry. This happens when on half appears to be a reflection of the other half. We can observe symmetry in objects and living beings. You can also observe symmetries in geometrical equations and conceptual objects.



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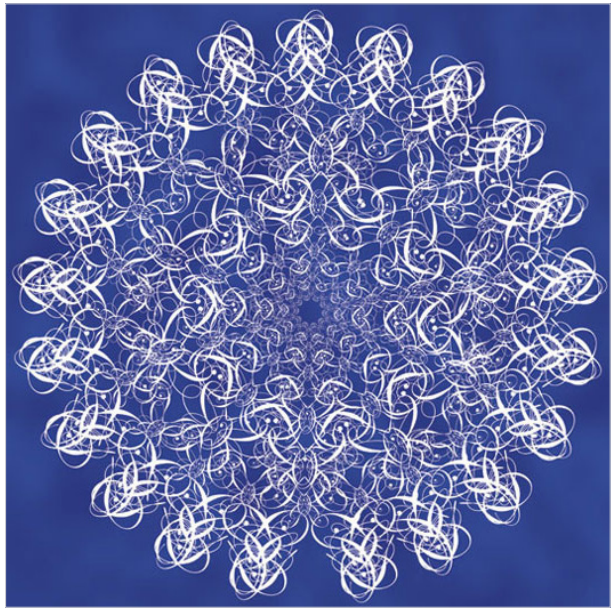
Meta-pattern:
When something is repeated many times, it leads to patterns. So if an image is repeated, it leads to a visual pattern.

And, if this pattern, in turn is repeated again and again; it could reach a stage, where it looses its original identity and forms a new pattern. This new pattern is called as a **Meta-pattern**.

This meta pattern is formed by repetition of letterforms - which by itself have lost their identity:



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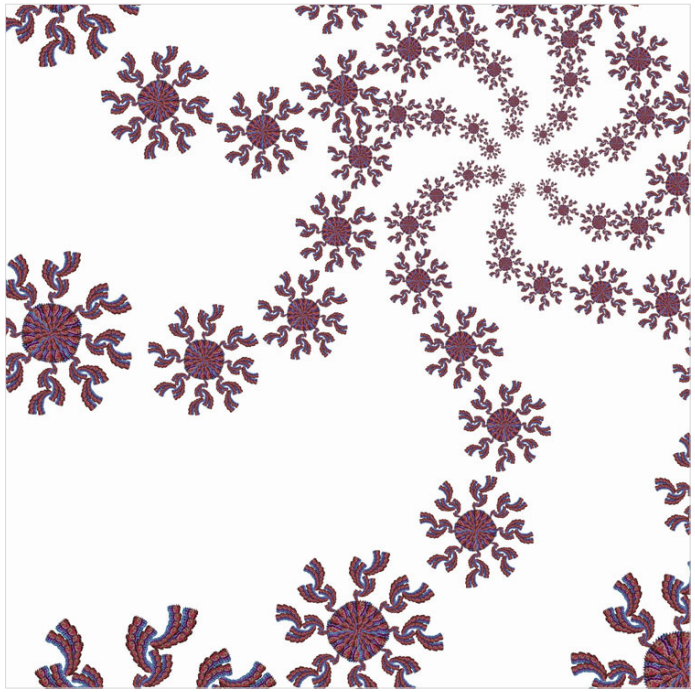
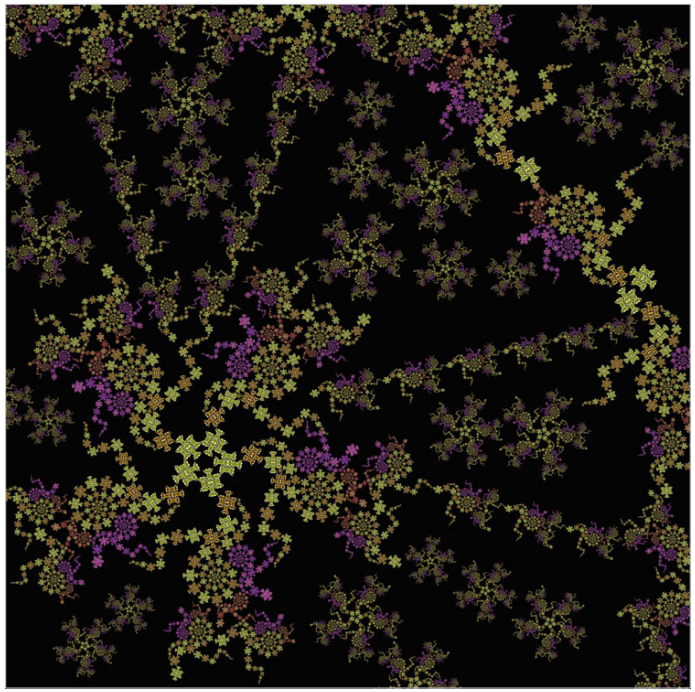
Meta Patterns

Examples:

The exercises done by first year M. Des. Students at IDC, IIT Bombay are given below:



Hashim Karangattuvalappil, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Manisha Gupta, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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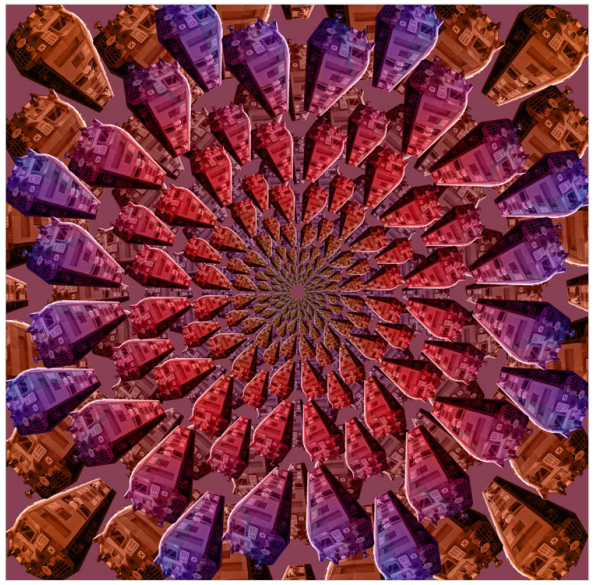
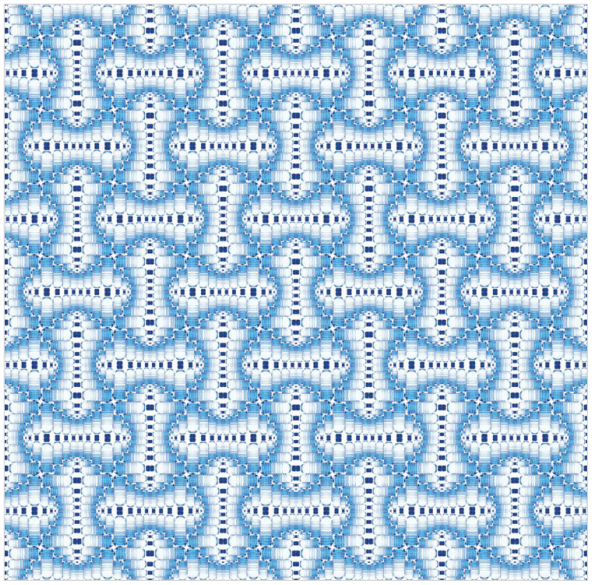
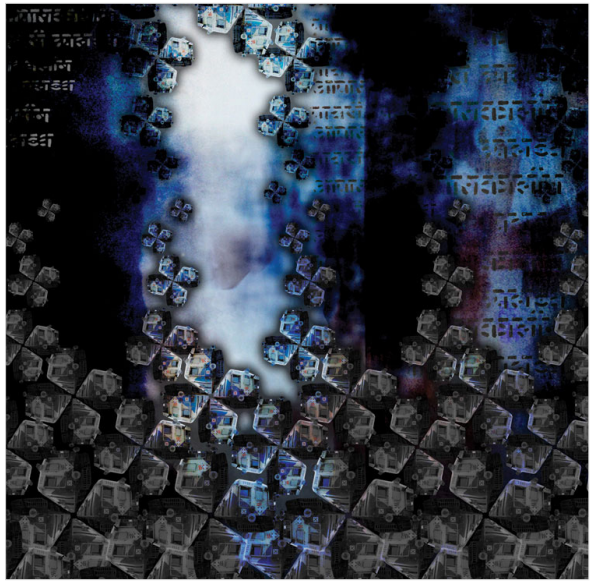


Sunil K Tunagaria, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Dhyan Suman, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Biju. M. Neyyan, M.Des student at Industrial Design Centre (IDC), IIT Bombay

Arkoprovo mukherjee, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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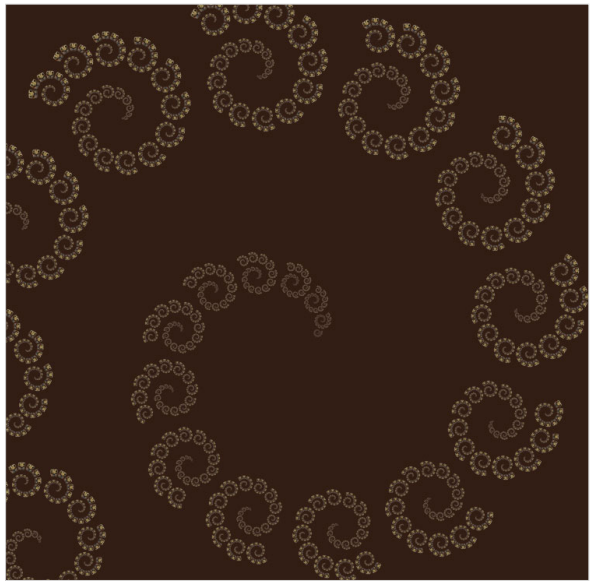
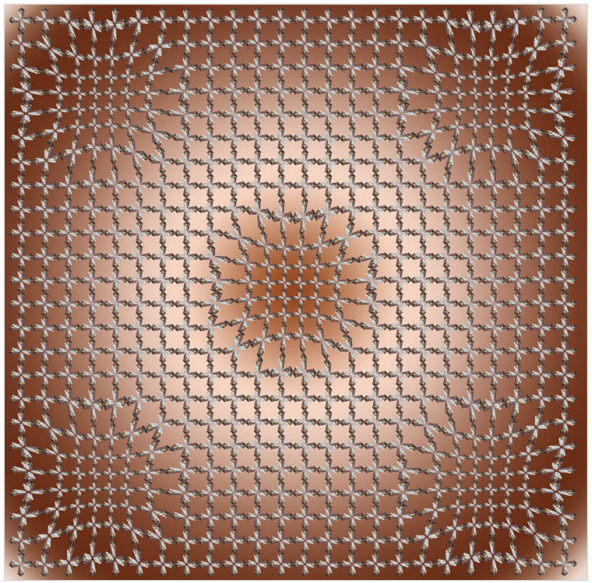
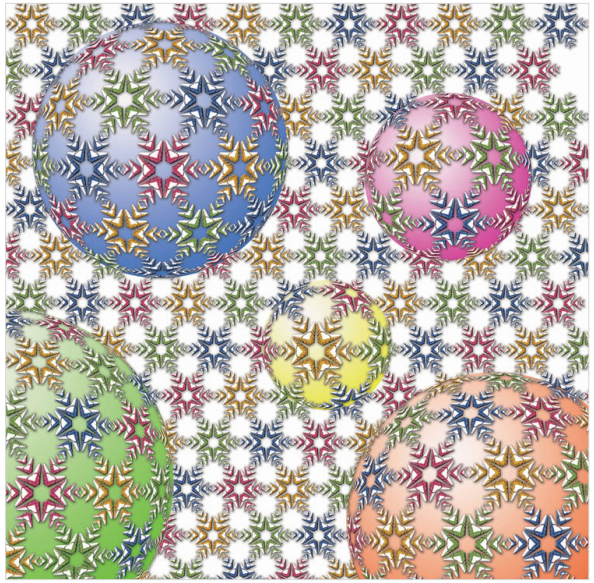


Chinmony Kumar, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Ahir Kumar, M.Des student at Industrial Design Centre (IDC), IIT Bombay



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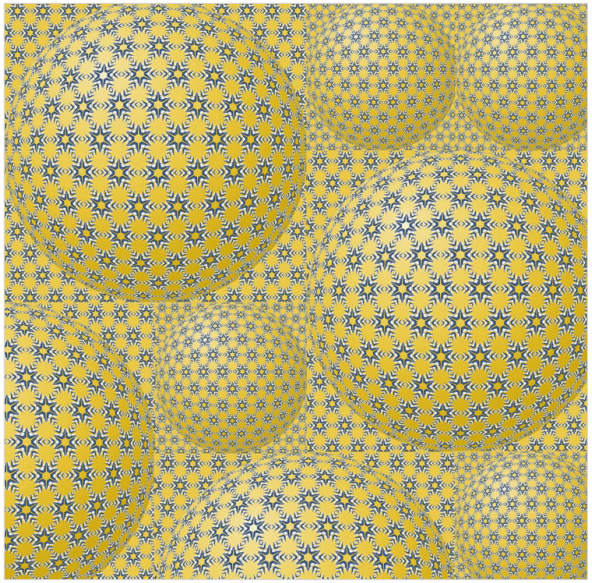

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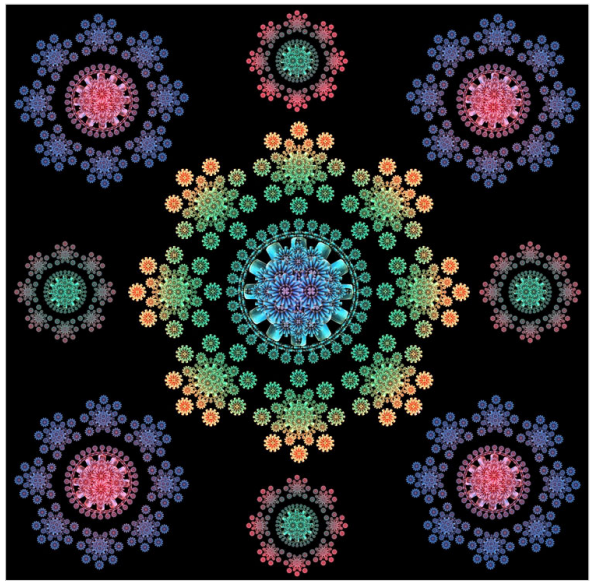
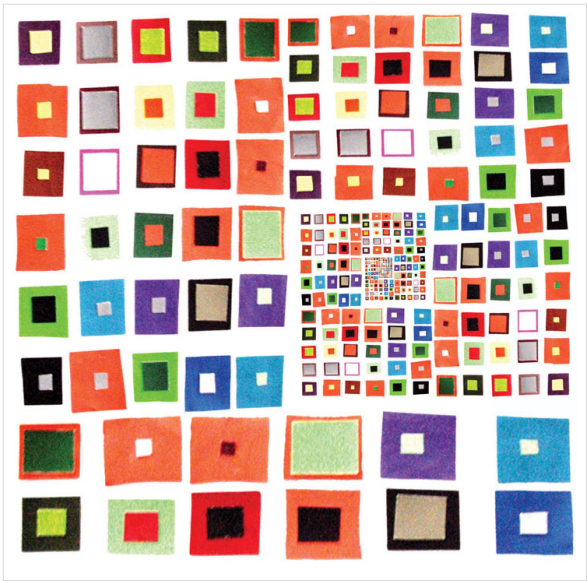
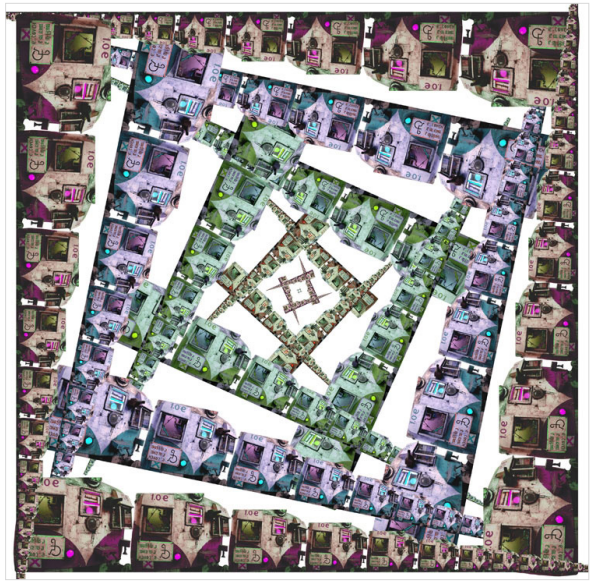


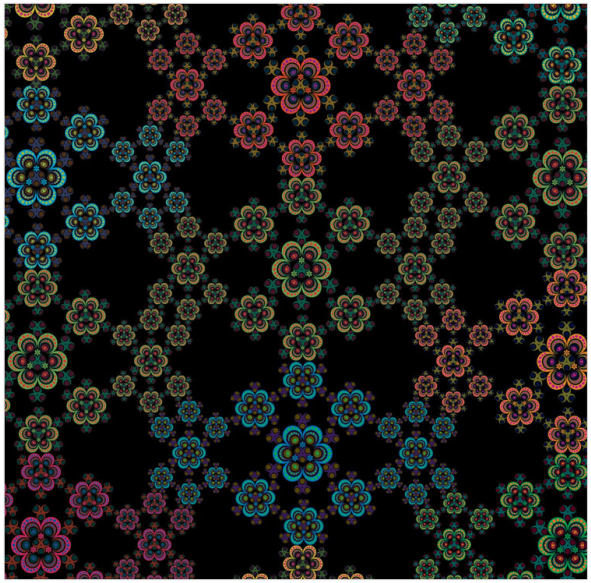
Anindya S Biswas, M.Des student at Industrial Design Centre (IDC), IIT Bombay



M.Des student at Industrial Design Centre (IDC), IIT Bombay



Varunjyoti Deori, M.Des student at Industrial Design Centre (IDC), IIT Bombay



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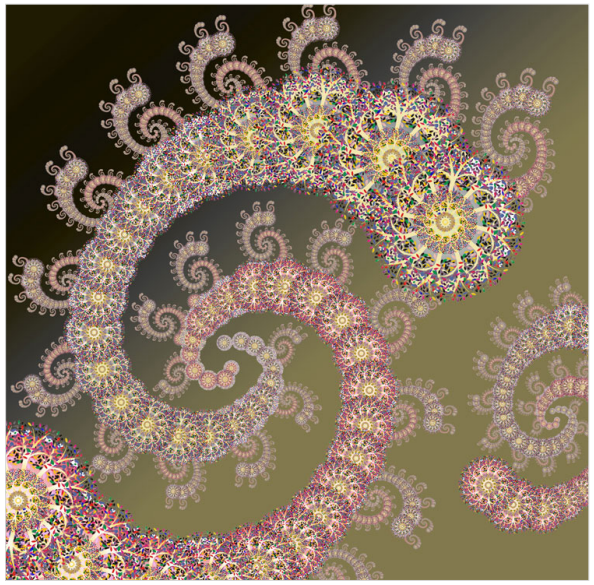
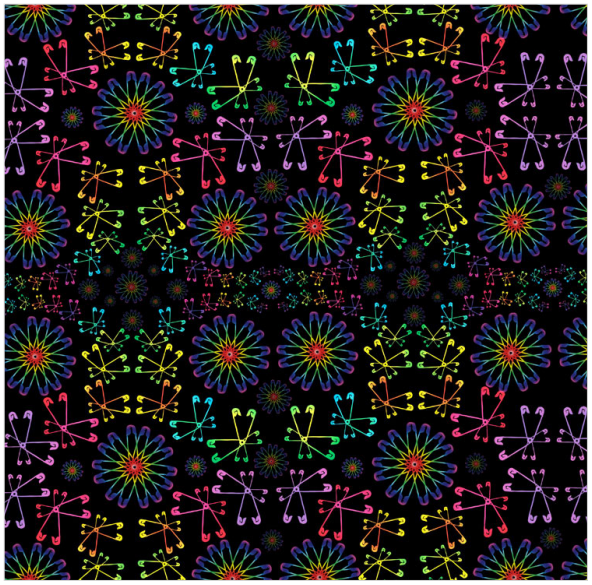


Farwej Bhutial, M.Des student at Industrial Design Centre (IDC), IIT Bombay



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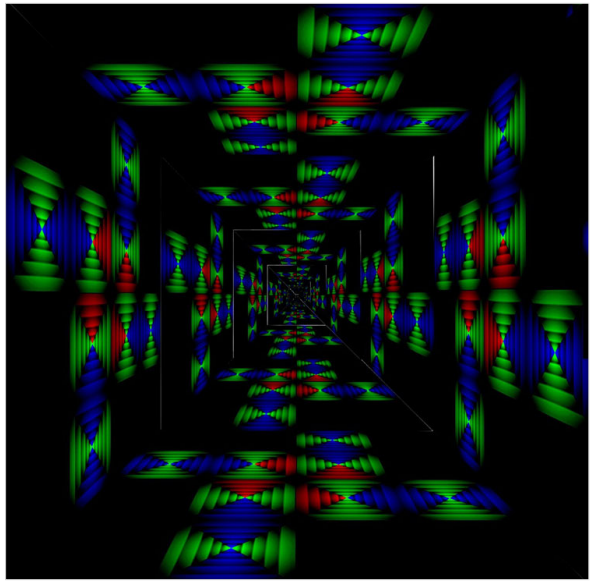

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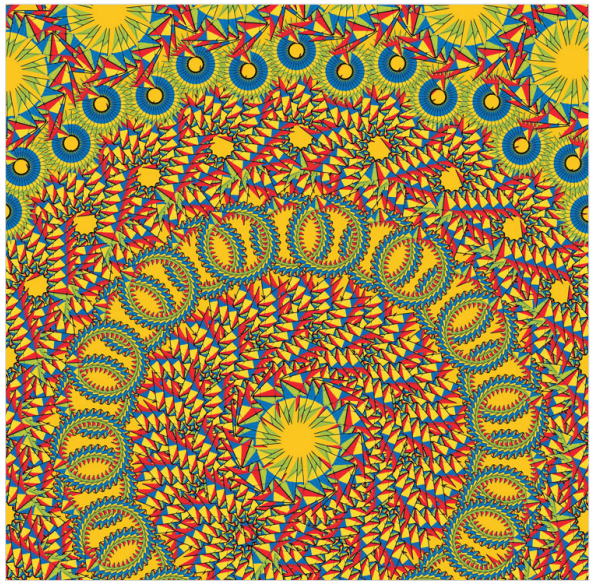

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Deepti G Sawant, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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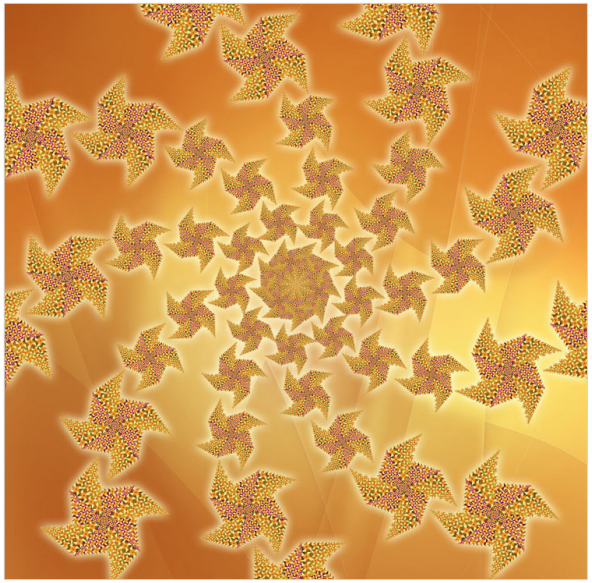

Ashwin Dongare, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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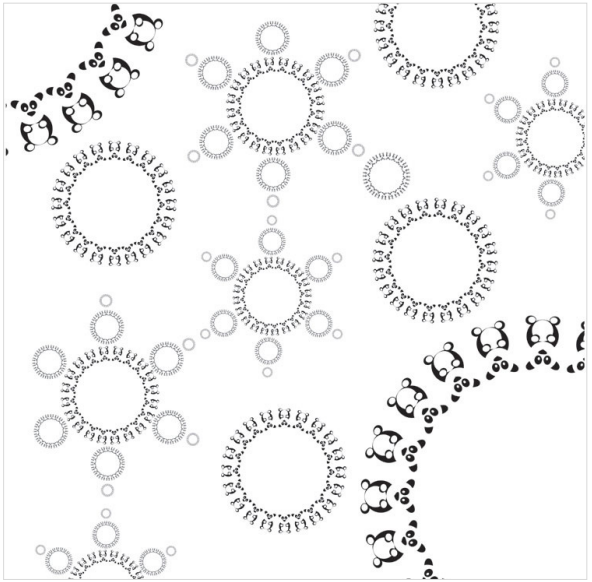
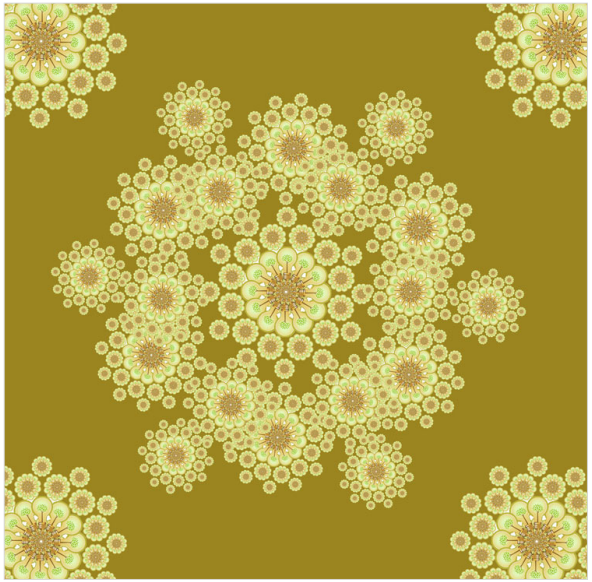


K. Abhillash, M.Des student at Industrial Design Centre (IDC), IIT Bombay



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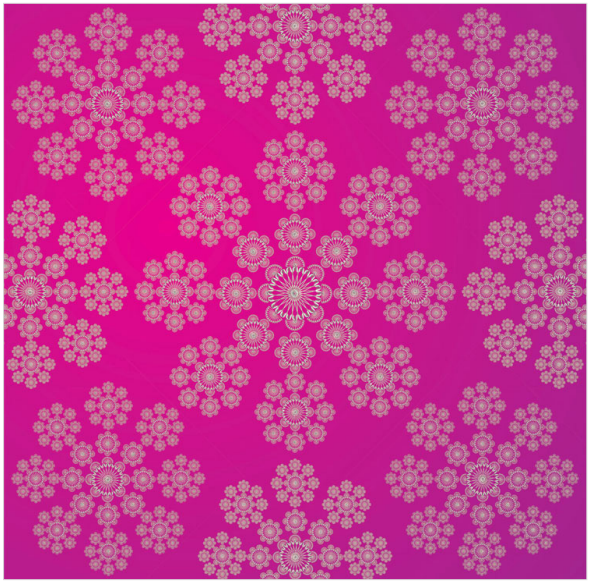

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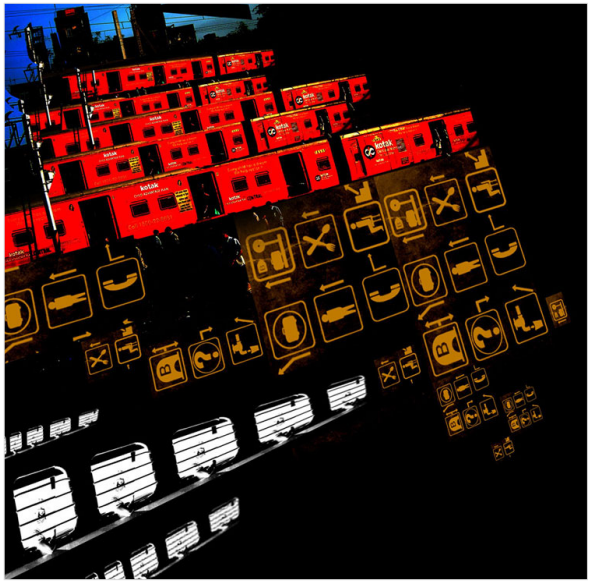

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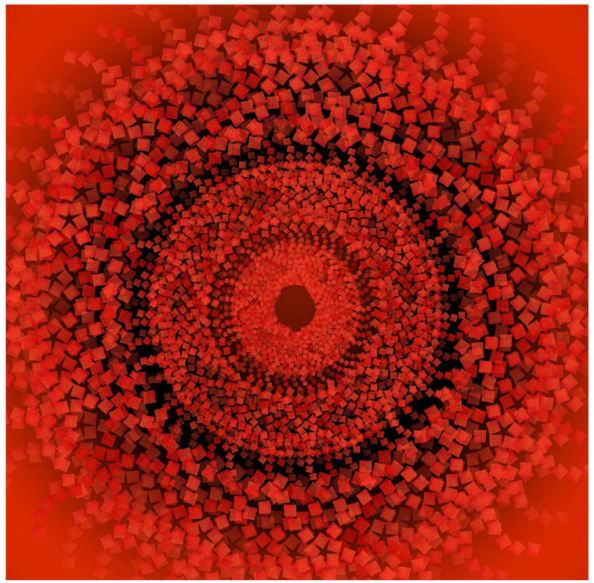

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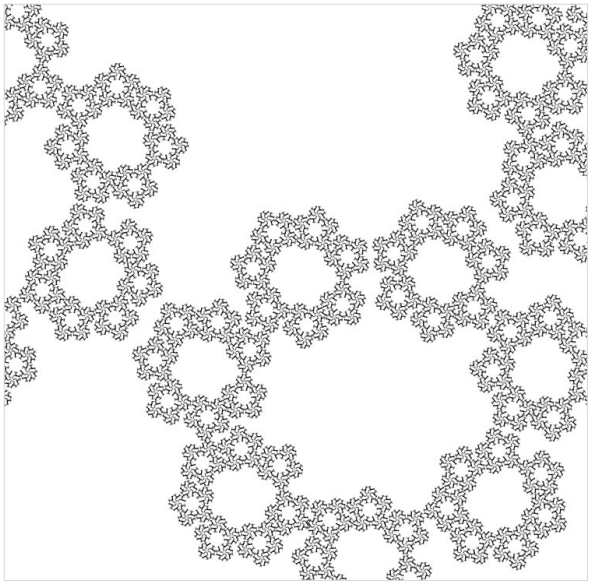
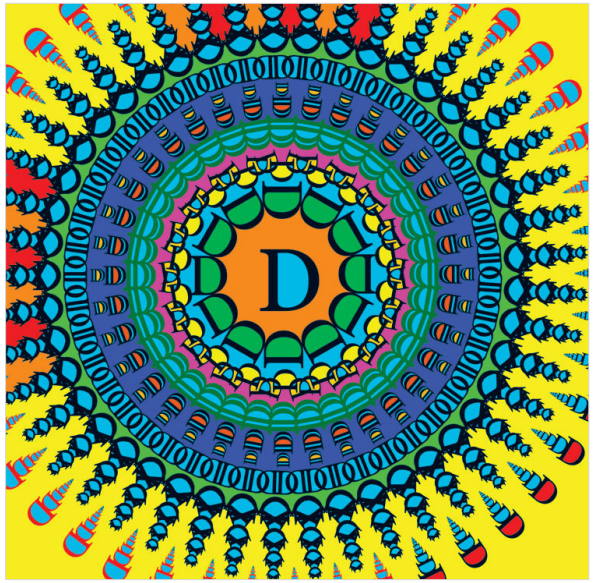
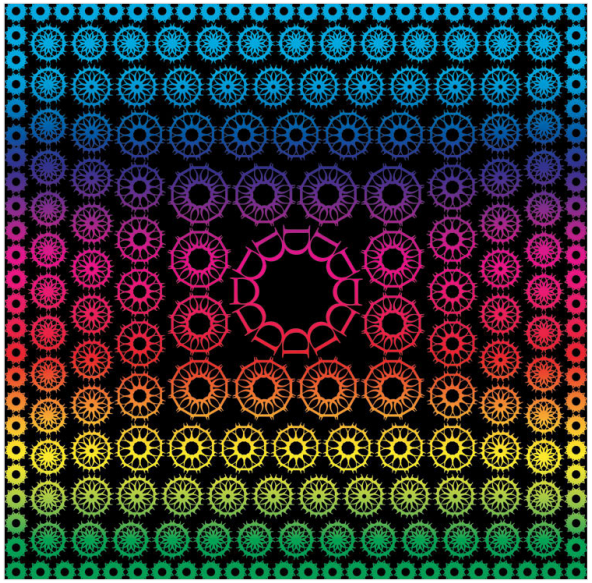


Sumeet Kalndi, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Deepali Karanjavakar,M.Des student at Industrial Design Centre (IDC), IIT Bombay



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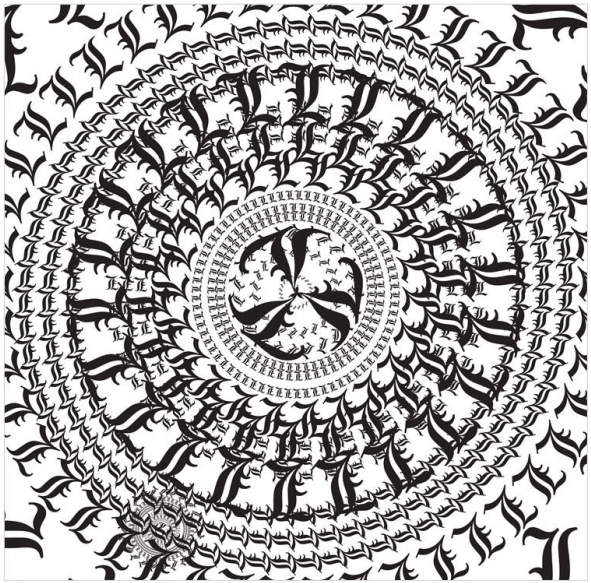
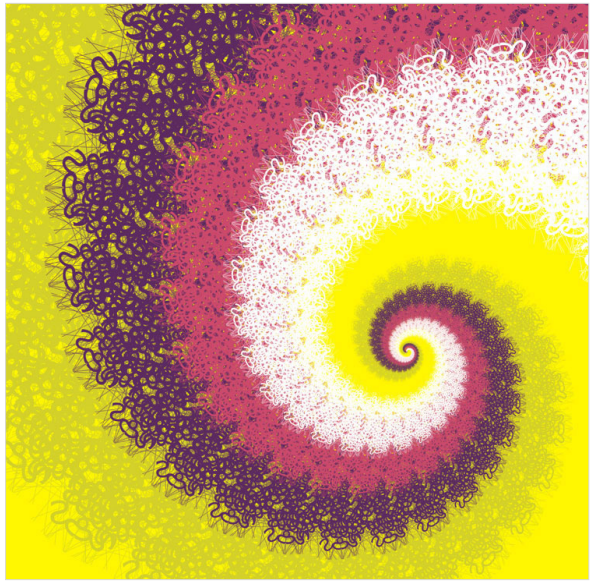
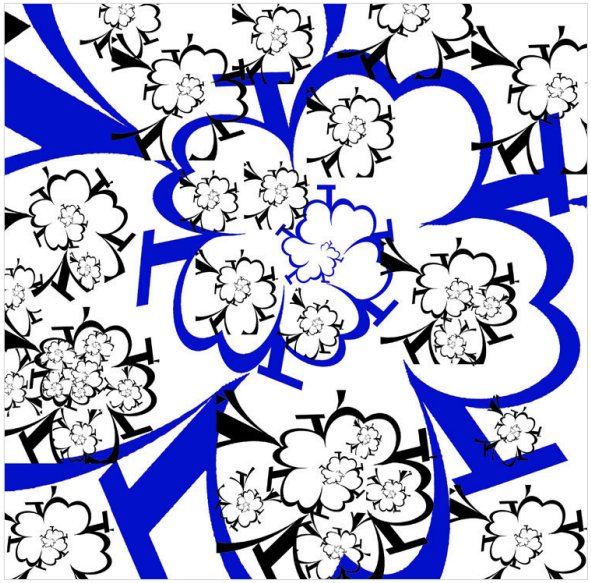
Sanjukta Das, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Regan R, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Jyoti, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Karthikeyan, M.Des student at Industrial Design Centre (IDC), IIT Bombay

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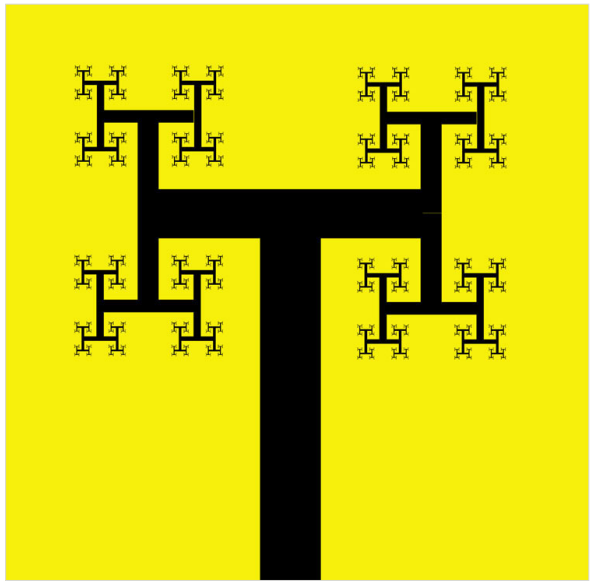
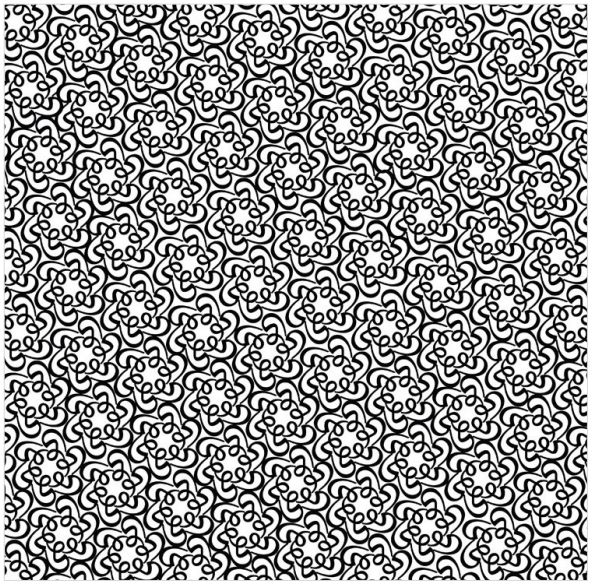
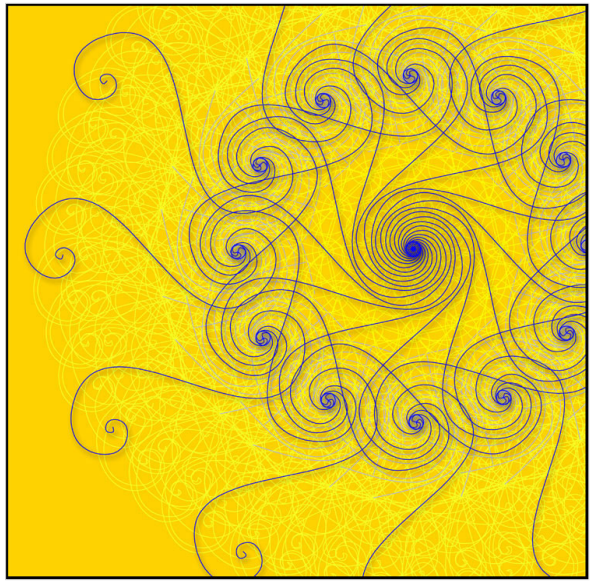


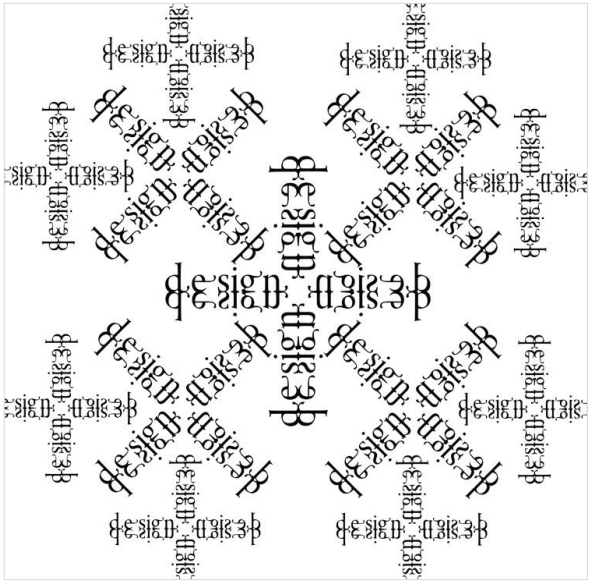
Parul Bhatti, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Ankita Roy, M.Des student at Industrial Design Centre (IDC), IIT Bombay



Xama Aman Rupesh, M.Des student at Industrial Design Centre (IDC), IIT Bombay



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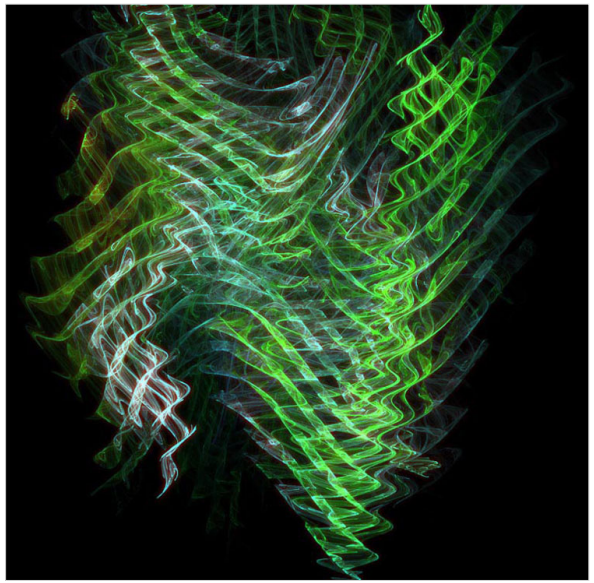
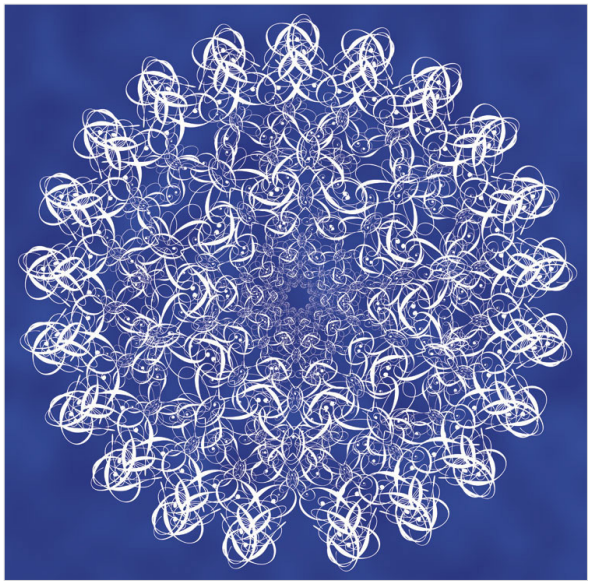


Dhaumya Mehta, M.Des student at Industrial Design Centre (IDC), IIT Bombay



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Design Course

Visual Syntactics 2 - Meta-Patterns

Understanding Visual Language

by

Prof. Ravi Poovaiah
IDC, IIT Bombay

Source:
https://www.dsource.in/course/visual-syntactics-2-meta-patterns/meta-patterns

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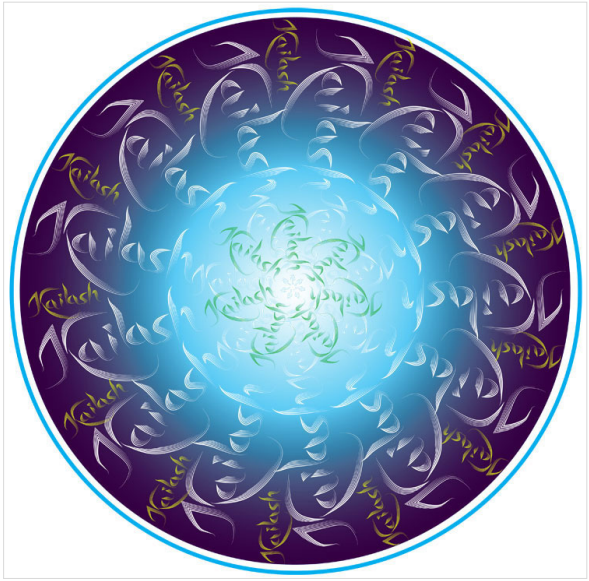

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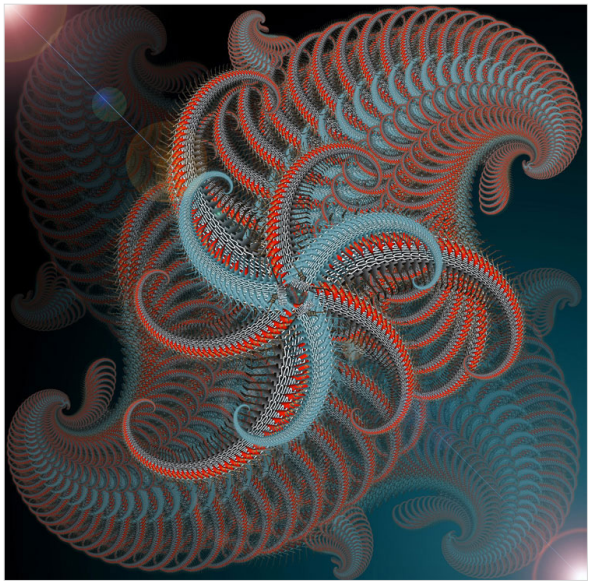

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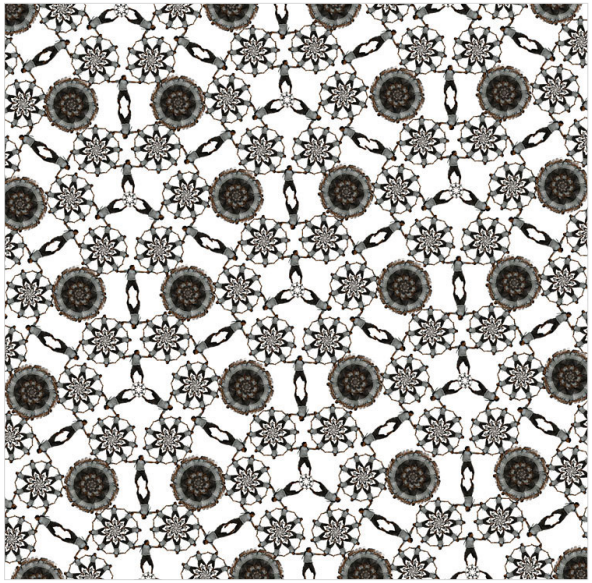

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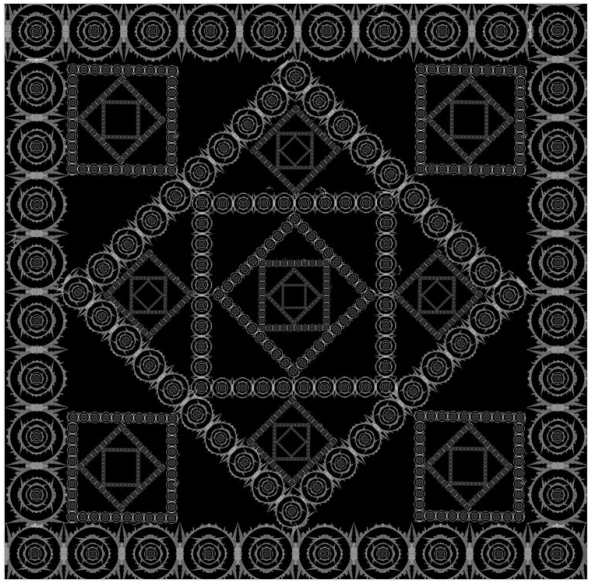

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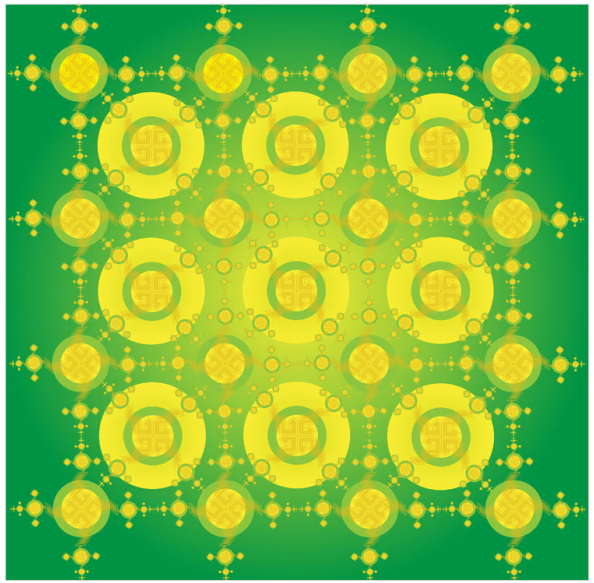

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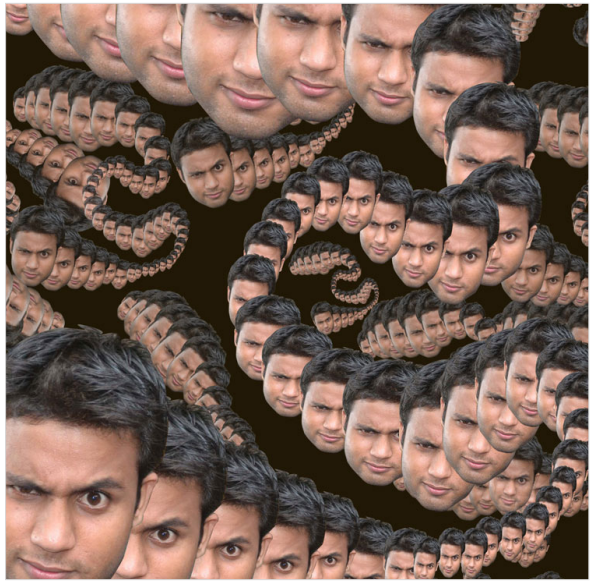

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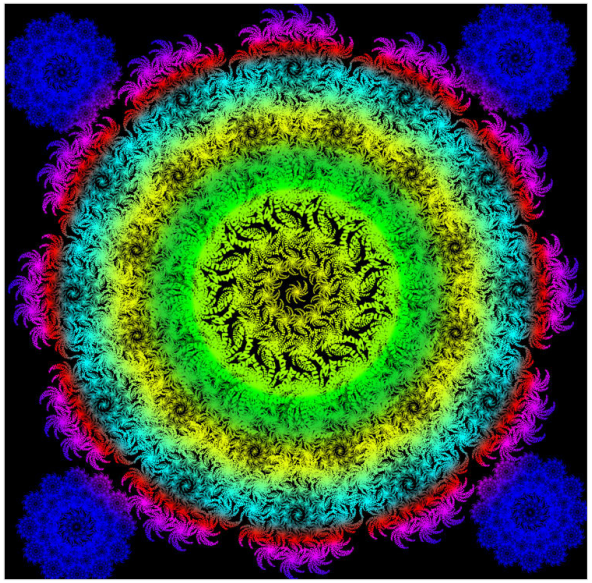

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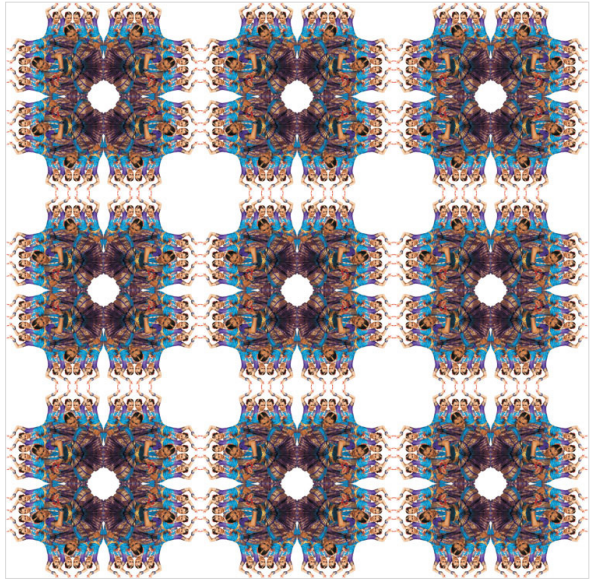

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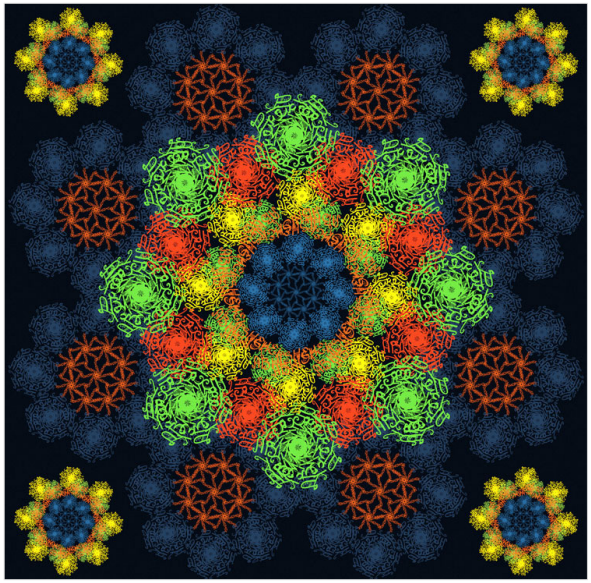

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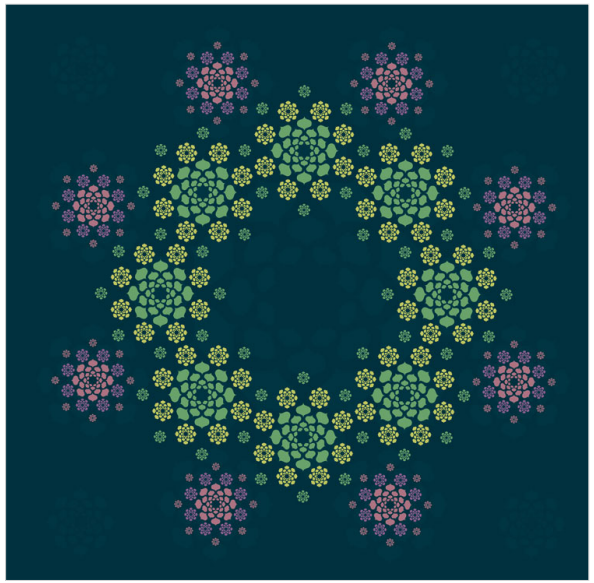

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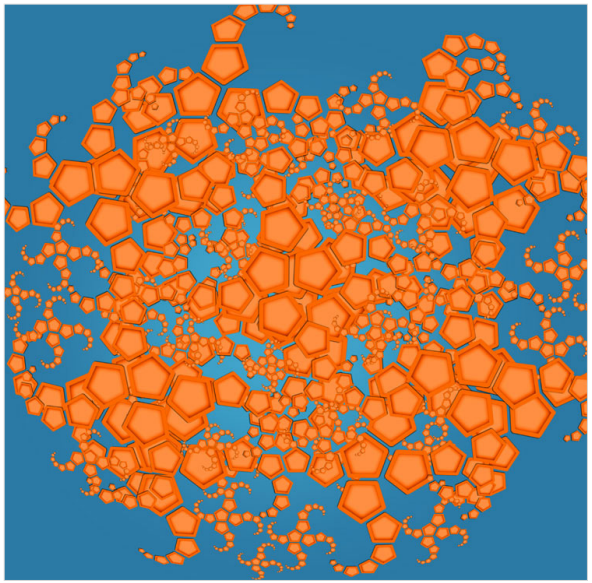

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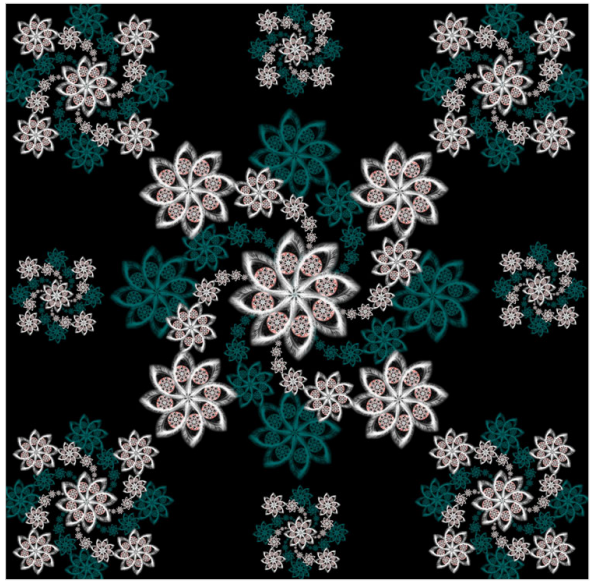

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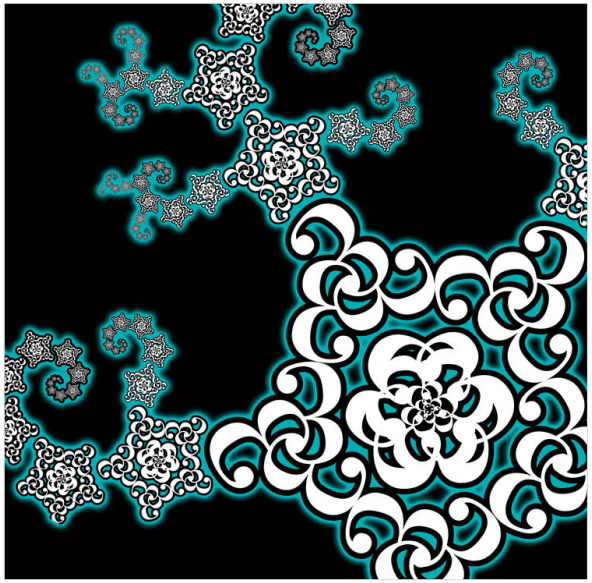

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Design Exercise

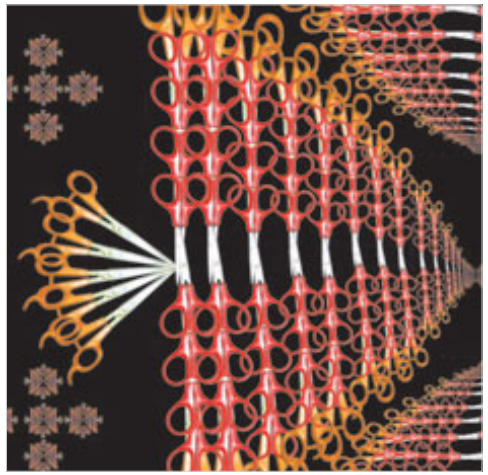
Exploring Patterns:

Exercise:
• Choose an image or a visual element.
• Use this as the basic unit for repetition and create patterns.
• Use these patterns to create further patterns and so on till it suddenly looses it characteristics and creates a meta- pattern.
• (you might have to repeat it atleast 6 times)

• You may need to make the following operations:
- Transition in Size, Orientation or Position
- Transition in Shape, Colour or Texture
- Use of Symmetry - Translation, Rotation and Reflection

Total Time Duration: 15 hours of studio time.

Submission:
• Submit both as soft copy as well as hard copy
• Soft copy should be of 70dpi resolution of size 40 cm x 40 cm
• Take a printout measuring 40 cm x 40 cm without leaving any border on the paper. The hardcopy is useful for display and feedback.



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Further Links

- Useful resource e-links related to 'Graphic Design' in India - includes Communication Design, Publication Design and Packaging Design

- International resource related to 'Graphic Design'

- Visual Communication Design at IDC IIT Bombay

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Contact Details

This documentation for the course was done by Professor Ravi Poovaiah, faculty at IDC, IIT Bombay.

You can get in touch with him at ravi[at]iitb.ac.in

You can write to the following address regarding suggestions and clarifications:

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